

ORDER



WAVY

Orders
Order / Rev: 219047
Alt Order #:
Product Desc: 11/2-11/6 ALLEN FOR SENATE
Estimate:
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Allen for Senate (R)
Demographic: A35+
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12 | 11/06/12 | 40 | \$7,280.00 | \$6,188.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 40 | \$7,280.00 | \$6,188.00 | 0.00 |
| Totals | 40 | \$7,280.00 | \$6,188.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | WAVY | 11/02/12 | 11/02/12 | WAVY News @ Sunrise | CM | 5a-6a | ----F-- | :30 | 1 | \$300.00 | P2 | 0.00 | NM | 1 | \$300.00 |
| | | | | WAVY News @ Sunrise | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 2 | WAVY | 11/02/12 | 11/02/12 | WAVY 6AM News | CM | 6a-7a | ----F-- | :30 | 1 | \$700.00 | P2 | 0.00 | NM | 1 | \$700.00 |
| | | | | WAVY 6AM News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$700.00 | | 0.00 | | | |
| N 3 | WAVY | 11/02/12 | 11/02/12 | Today Show M-F | CM | 7a-9a | ----F-- | :30 | 1 | \$700.00 | P2 | 0.00 | NM | 1 | \$700.00 |
| | | | | Today Show M-F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$700.00 | | 0.00 | | | |
| N 4 | WAVY | 11/02/12 | 11/02/12 | Today Show 2 | CM | 9a-10a | ----F-- | :30 | 1 | \$300.00 | P2 | 0.00 | NM | 1 | \$300.00 |
| | | | | Today Show 2 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 5 | WAVY | 11/02/12 | 11/02/12 | Today Show 3 | CM | 10a-11a | ----F-- | :30 | 1 | \$250.00 | P2 | 0.00 | NM | 1 | \$250.00 |
| | | | | Today Show 3 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$250.00 | | 0.00 | | | |
| N 6 | WAVY | 11/02/12 | 11/06/12 | Hampton Roads Show | CM | 11a-12p | MT--F-- | :30 | 1 | \$75.00 | P4 | 0.00 | NM | 6 | \$450.00 |
| | | | | Hampton Roads Show | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 2 | | | | \$75.00 | | 0.00 | | | |

Order / Rev: 219047
 Alt Order #:
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: POL/Allen for Senate (R)
 Product Desc: 11/2-11/6 ALLEN FOR SENATE
 Estimate:

WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|------------|----------|
| N 6 | WAVY | 11/02/12 | 11/06/12 | Hampton Roads Show Hampton Roads Show | CM | 11a-12p | MT--F-- | :30 | 1 | \$75.00 | P4 | 0.00 | NM | 6 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 4 | | | | \$75.00 | | 0.00 | | | |
| N 7 | WAVY | 11/02/12 | 11/06/12 | WAVY News 10 @ Noon News 10 @ Noon | CM | 12p-1p | M--F-- | :30 | 1 | \$125.00 | P3 | 0.00 | NM | 6 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | ----F-- | | 3 | | | | \$125.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 3 | | | | \$125.00 | | 0.00 | | | |
| N 8 | WAVY | 11/05/12 | 11/05/12 | Days of Our Lives Days of Our Lives | CM | 1p-2p | M----- | :30 | 1 | \$300.00 | P2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 9 | WAVY | 11/02/12 | 11/06/12 | M-F 2-3p The Doctors | CM | 2-3p | M--F-- | :30 | 1 | \$75.00 | P4 | 0.00 | NM | 6 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | ----F-- | | 3 | | | | \$75.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 3 | | | | \$75.00 | | 0.00 | | | |
| N 10 | WAVY | 11/02/12 | 11/06/12 | M-F 3-4p Maury Povich | CM | 3p-4p | M--F-- | :30 | 1 | \$125.00 | P3 | 0.00 | NM | 5 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | ----F-- | | 3 | | | | \$125.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 2 | | | | \$125.00 | | 0.00 | | | |
| N 11 | WAVY | 11/02/12 | 11/06/12 | M-F 4-5p M-F 4-5p | CM | 4p-5p | M--F-- | :30 | 1 | \$175.00 | P3 | 0.00 | NM | 4 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | ----F-- | | 2 | | | | \$175.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 2 | | | | \$175.00 | | 0.00 | | | |
| N 12 | WAVY | 11/03/12 | 11/03/12 | Today Show Sa Today Show Saturday | CM | 8a-10a | -----S- | :30 | 1 | \$300.00 | P3 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 13 | WAVY | 11/03/12 | 11/03/12 | Sa 7-8p Sa 7-8p | CM | 7p-8p | -----S- | :30 | 1 | \$175.00 | P3 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$175.00 | | 0.00 | | | |
| N 14 | WAVY | 11/03/12 | 11/03/12 | Sat Prime Other 3 Sat Prime Other 3 | CM | 9-11p | -----S- | :30 | 2 | \$300.00 | P3 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 2 | | | | \$300.00 | | 0.00 | | | |
| N 15 | WAVY | 11/03/12 | 11/03/12 | SNL Saturday Night Live | CM | 1130p-103a | -----S- | :30 | 1 | \$600.00 | P2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$600.00 | | 0.00 | | | |
| N 16 | WAVY | 11/02/12 | 11/02/12 | WAVY Early Today New@ WAVY News @ 430a | CM | 430-5a | ----F-- | :30 | 2 | \$40.00 | P4 | 0.00 | NM | 2 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | ----F-- | | 2 | | | | \$40.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 40 | \$7,280.00 | |